LEO BURNETT U.S.A.
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Introducing the Saratoga idea:

Enjoy smoking longer without smoking more.

Saratoga 120's.

That's the Saratoga idea.

More puffs than 100's. Tailored longer and slimmer than 100's, so you enjoy extra smoking time, extra smoking pleasure, without smoking more cigarettes.

Priced no more than 100's. And Saratoga 120's are rich, full-flavor cigarettes made from a fine blend of tobaccos.

More than just a new brand. Saratoga 120's are a whole new idea in smoking pleasure. Because now you can enjoy smoking longer without smoking more. Look for them in the new 120 mm crush-proof box.

Menthol and Regular.

Saratoga 120's

Standard 100's

18 mg "tar," 1.1 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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